



<b>Course Code</b> MKTG-370	<b>Course Title</b> Retailing Management	<b>ECTS Credits</b> 6
<b>Department</b> Marketing	<b>Semester</b> Fall, Spring	<b>Prerequisites</b> Marketing MKTG-291
<b>Type of Course</b> Elective	<b>Field</b> Marketing	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup>	<b>Lecturer</b> Dr Yioula Melanthiou
<b>Mode of Delivery</b> Face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None

**Objectives of the Course:**

The main objectives of the course are to introduce the world, principles and concepts of retailing to students, to present the ways of choosing retail location and retail price, to explain how retailers manage stores and store staff, to familiarise students with the various buying and merchandising systems, and to acquaint them with the various concepts behind customer buying behaviour and issues of customer service

**Learning Outcomes:**

After completion of the course students are expected to be able to:

- 1. Understand what retail and distribution management is** – students should be able to understand the basic principles of retail and distribution management
- 2. Choose among the various retail location options available for a retail establishment** – students should be able to apply the relevant retail strategy theory to assess retail location options and make solid choices
- 3. Comprehend how retailers can set prices for their offerings** - students should be able to apply the relevant retail strategy theory to determine pricing strategies to follow in any retail establishment
- 4. Manage a retail store and its staff** – students should be able to carry out all management duties of any retail establishment
- 5. Make purchasing decisions** – students should be able to make correct purchasing decisions by applying best-practises theory of retailing
- 6. Use theory of customer buying behaviour to understand customers and, as retailers, better cater for their needs** – students should be able to apply the theory behind retail and distribution so as to become a customer driven establishment



### Course Contents:

1. **The World of Retailing** – students are introduced to the functions that retailers perform and the variety of decisions they make to satisfy customers’ needs in rapidly changing, highly competitive retail environments
2. **Types of Retailers** – students are presented the different types of retailers that are available
3. **Multi-Channel Retailing** –examines how retailers use multiple selling channels (stores, the internet, catalogues) to reach customers
4. **Customer Buying Behaviour** – a discussion of the factors consumers consider when choosing retail outlets and buying merchandise
5. **Retail Market and Financial Strategy** – a description of the development of a retail market strategy, and examines the financial strategy associated with the market strategy
6. **Retail and Site Location** – students are familiarised with the location strategy for retail outlets
7. **Customer Relationship Management** – a detailed explanation as to how retailers should manage relationships with their customers is provided
8. **Planning Merchandise Assortments** – an overview of how retailers manager their merchandise inventory is presented – how they organizes the merchandise planning process, evaluate their performance, forecast sales, establish an assortment plan, and determine the appropriate inventory levels
9. **Buying Systems and Buying Merchandise** – an examination of the buying systems used to manage basic and fashion merchandise inventories, and how retailers buy merchandise from vendors – their branding options, negotiating processes, and vendor relationship-building activities
10. **Pricing** – addresses the question of how retailers set and adjust prices for the merchandise and services they offer
11. **Managing the Store** – an assessment of store management including managing store employees, and controlling costs
12. **Store Layout, Design and Visual Merchandising** – students are introduced to the various ways of presenting merchandise in retail outlets
13. **Customer Service** – this chapter suggests ways of providing customer service

### Learning Activities and Teaching Methods:

Lectures, practical exercises, and discussions with class participation

### Assessment Methods:

Midterm Exam, Final Exam, Class Participation

### Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Yioula Melanthiou	Lecture Notes	Student Intranet	2013	
Levy, M. and Weitz, B.A.	Retailing Management, 8 <sup>th</sup> Edition	McGraw-Hill	2012	978-0-07-122098-9

### Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Dunne, P.M., Lusch, R.F., and Carver, J.R.	Retailing, 7 <sup>th</sup> Edition	Cengage South Western	2011	ISBN-10: 1439040818
Berman, B.	Retail Management: A Strategic Approach, 11 <sup>th</sup> Edition	Prentice Hall	2010	ISBN-10: 0136087582